



THE  
PUBLIC  
LIBRARY  
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and  
Hamilton County

800 Vine Street  
Cincinnati, Ohio 45202-2071  
[www.CincinnatiLibrary.org](http://www.CincinnatiLibrary.org)

Phyllis Hegner  
*Assistant PR Manager*  
Phone (513) 369-4571  
Fax (513) 369-4565  
[Phyllis.Hegner@CincinnatiLibrary.org](mailto:Phyllis.Hegner@CincinnatiLibrary.org)

Richard Helmes  
*Press Officer*  
Phone (513) 369-6959  
Fax (513) 369-4565  
[Rick.Helmes@CincinnatiLibrary.org](mailto:Rick.Helmes@CincinnatiLibrary.org)

FOR IMMEDIATE RELEASE  
**Press Release**

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April 7, 2006

Contact: Annie Rahman

[rahmananna@yahoo.com](mailto:rahmananna@yahoo.com), (513) 561-0996

### **“TV TURNOFF” EVENT SPANS COUNTY**

On Tuesday, April 25, before the last bell, elementary schools across Hamilton County will invite their students to “turn off the TV” and visit the library instead. And on Tuesday evening, April 25, branch libraries across the county will welcome these students with special programs ranging from arts and crafts, board games, even flower planting and a family music night.

It’s all part of a low-key, grassroots event that is in keeping with the spirit of Turn Off the TV (TOTV) week, April 24-30. Observed as a community that spans the county, it is also a powerful statement about local values and personal choice.

Held each year in April, TOTV week encourages children to watch much less television in order to promote healthier lives and communities. Last year, an estimated 7 million children and adults nationwide participated in over 19,000 organized “Turnoffs.”

But the Cincinnati event is a first, said Robert Kesten, executive director of the TV Turnoff Network, which sponsors TOTV week: “It’s the first time a county-wide library TV Turnoff Week event has been held.”

The Public Library of Cincinnati & Hamilton County, consisting of the Main Library and 41 branch libraries throughout Hamilton County, has agreed to sponsor after-school TOTV events on Tuesday evening, April 25. At the same time, elementary schools across the county have been registering to “participate,” by agreeing to encourage their students—via their P.A. systems or through flyers—to turn off the TV that Tuesday and visit the library instead.

“The purpose of the Turnoff,” reports the library in its newsletter LINKS, “is to encourage a healthy break from TV and focus on activities that are more academically, socially and physically rewarding. Children spend an average of 4 hours daily watching TV, while studies estimate only 39 minutes each week are spent in meaningful conversation with parents.

Schools can register as official participants online at <http://ihpto.org/ihpe/totv.htm>. This TOTV website is hosted by the Indian Hill Primary/Elementary Schools Parent Teacher Organization (PTO), which is coordinating the schools’ participation. Also on the website, students can submit their ideas for alternatives to TV watching and take a 10-question “TV facts and figures” quiz.

To date, these schools have registered:

- Academy of Multilingual Immersion Studies
- All Saints School
- Burton Elementary
- Dater Montessori
- Fairview German Language School
- George W. Hays
- Indian Hill Elementary School
- Indian Hill Primary School
- North Avondale Montessori
- St. Aloysius Gonzaga
- St. Antoninus School
- St. Joseph School
- St. Peters and Paul

TOTV week is sponsored by the TV-Turnoff Network ([www.tvturnoff.org](http://www.tvturnoff.org)) and is supported by over 70 national organizations, including the American Medical Association, American Academy of Pediatrics, National Education Association, and President's Council on Physical Fitness and Sports.

The Cincinnati-area TOTV event is sponsored jointly by [the Public Library of Cincinnati & Hamilton County](#) and the [Indian Hill Primary and Elementary Schools PTO](#).

For more information, please contact Annie Rahman, co-president of the Indian Hill Primary/Elementary Schools PTO, at [rahmananna@yahoo.com](mailto:rahmananna@yahoo.com) or (513) 561-0996.

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✓ **Our goal is to make our programs accessible to everyone. Please request ADA services one week in advance at 513-369-4400 (TTY 369-4409).**

✓ **Information about events at the Main Library and 41 branch libraries is available on the Internet site: [www.CincinnatiLibrary.org](http://www.CincinnatiLibrary.org).**